

## **SECURITY and NMCI: Microsoft Trustworthy Computing**

Ensuring a safe and reliable computing experience is both expected and taken for granted. For Microsoft, Trustworthy Computing is also a company-wide initiative that is changing how we do business. The goals we set are designed to deliver the level of trust and responsibility that people expect from computing today: security, privacy, reliability and business integrity.

**SECURITY:** Amid increasingly frequent and sophisticated network attacks, users expect their systems to remain resilient and for system/data confidentiality, integrity and availability to be maintained

**PRIVACY:** Increasingly, we use computers to manage information important to everyday lives. People expect control over access and use of their personal information

**RELIABILITY:** Computers are increasingly central to how people work and live. It is essential they deliver a consistent, trouble-free computing experience.

**BUSINESS INTEGRITY:** Perception of technology reflects peoples' perception of the technology industry. Belief in technology is stronger when the industry is responsive, responsible and respectful

Please join us to learn Microsoft's practices, goals and tools for maximum Trustworthy Computing, as well as to share your experiences and challenges in this critical area.